

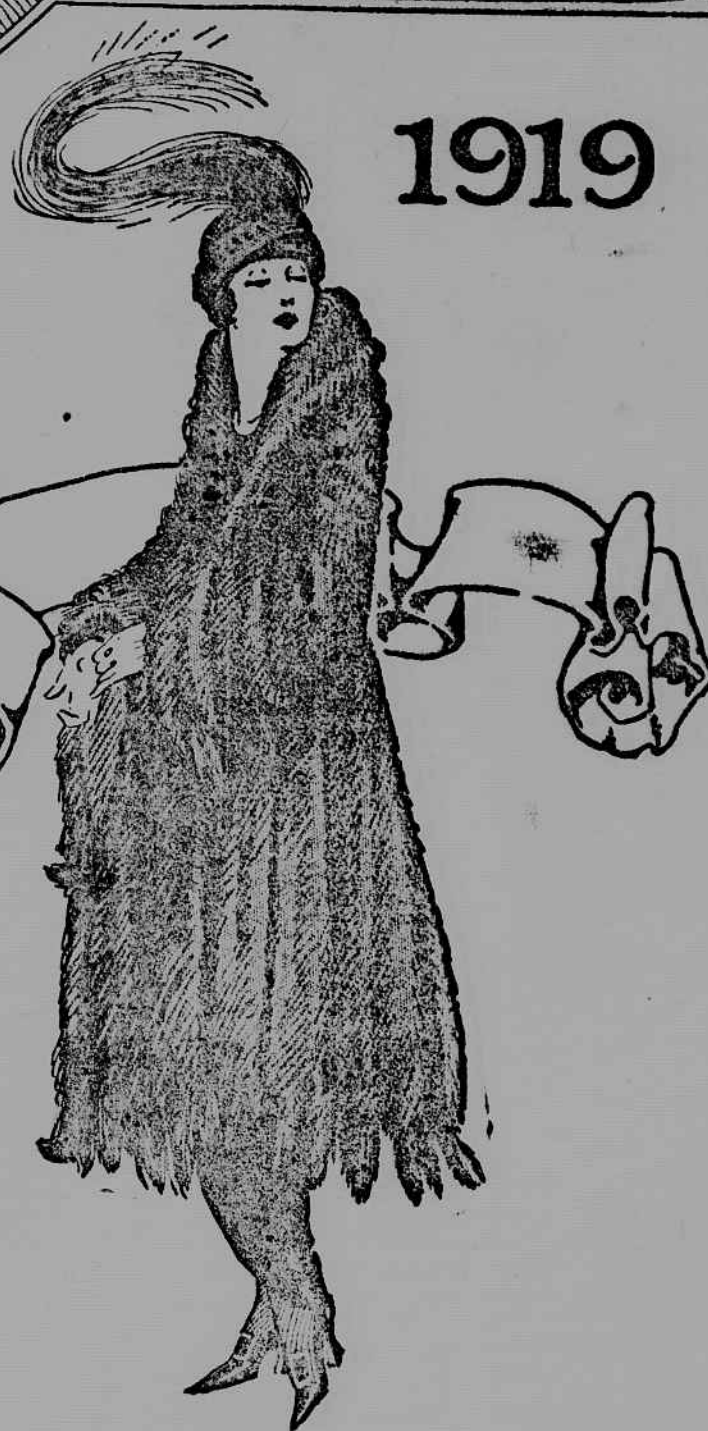
1863



THE NEW HOME OF  
H. JAECKEL & SONS  
FIFTH AVENUE AT 45TH STREET



1919



## FIFTH AVENUE'S NEWEST LANDMARK "AMERICA'S LEADING FURRIERS"

FROM the sealskin sacque of 1863 to the luxurious sable wrap of 1919 is the span of years and of fashions culminating in the opening of the new building of H. Jaeckel & Sons, on the busy Forty-fifth Street corner of Fifth Avenue, at the very centre of the smartest shopping district in the world.

It makes a new centre of fur fashions. For many years, the older building in Thirty-second Street, known as the Jaeckel Building, has been regarded throughout America, in Europe and South America, as the authoritative source of that originality and adaptive ability which has given to fur garments a grace of line and distinction formerly regarded as impossible.

In an old fashioned residence in Prince Street, in 1863, the house was founded by the man who is still the head of the institution. Learning the business of a furrier, Hugo Jaeckel had watched the construction of the first sealskin jacket made in this country. In that first coat he saw a wonderful future for the fur garment, and launched in business for himself, with that controlling thought in his mind.

He began to make yearly trips to Europe in search of skins, familiarizing himself thoroughly with the world's sources of fur supplies. Later he associated himself with two partners, Messrs. Duncan and Asch, under the name of Duncan, Asch and Jaeckel. Within a few years these partners died, leaving him again alone in the business, which progressed steadily until it achieved first rank in its field.

He already had become a well known figure in all fur centres and came to be regarded as one of the international authorities on skins, as well known in Petrograd, Paris and London as in New York and San Francisco.

HUGO JAECKEL  
H. FRANCIS JAECKEL

# JAECKEL & SONS INC.

RICHARD JAECKEL  
WALTER F. JAECKEL

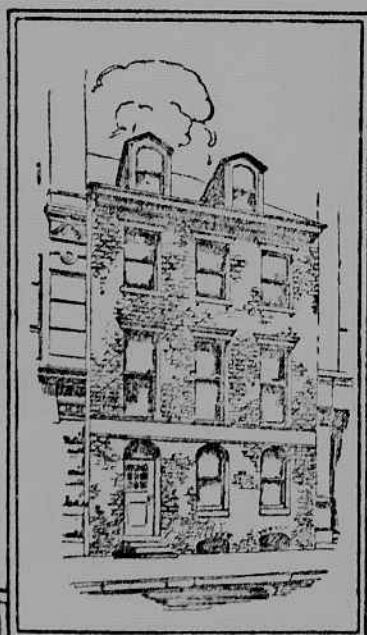
Fifth Avenue at Forty-fifth Street

Telephone, Bryant 8720

(No Connection With Any Other House)

Carriage Entrance on 45th St.

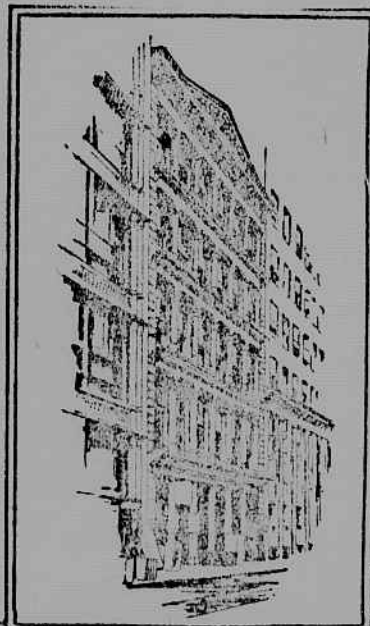
The Opening Exhibition of Fall Styles, to which you are cordially invited, is commensurate in extent and quality with the new building—the greatest that has ever been presented—including a noteworthy new department of Fur Trimmed Evening Wraps and Coats of Leather and the World's finest Wool Fabrics.



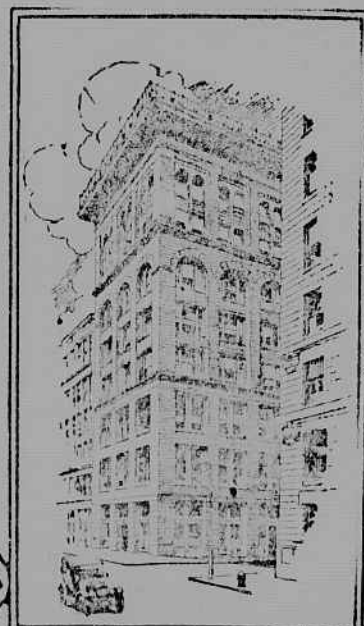
NO. 46 PRINCE STREET  
WHERE BUSINESS WAS  
FOUNDED—1863



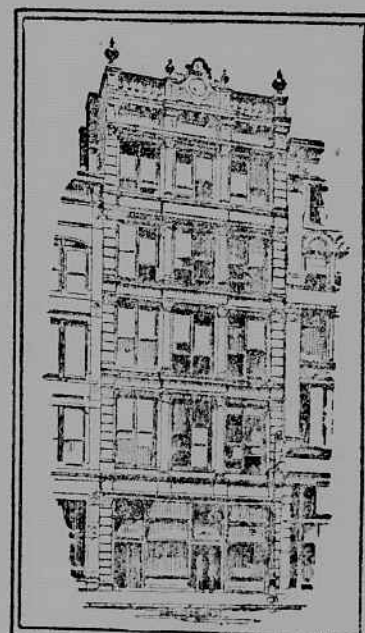
BROADWAY & BLEECKER ST.  
1881—1883



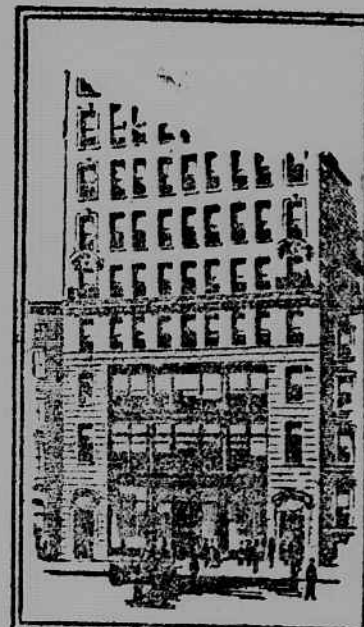
NOS. 11-13 W. HOUSTON ST.  
1883—1890



NO. 20 WAVERLY PLACE  
1890—1898



NO. 37 UNION SQUARE  
1898—1908



NOS. 16-20 WEST 32ND ST.  
1908—1919